

## CLAIMS

What is claimed is:

1. A system to detect outlying behavior in a network-based marketplace, the system including:

a collection module to automatically collect attribute information for a first plurality of sellers that includes a first seller and to store the attribute information in a storage device;

a computing module to automatically compute peer information associated with a second plurality of sellers , wherein the first plurality of sellers includes the second plurality of sellers, and wherein the peer information is automatically computed from attribute information for the second plurality of sellers;

a comparison module to automatically compare the peer information associated with the second plurality of sellers with attribute information for the first seller; and

a detection module to automatically detect outlying behavior by the first seller based on the comparison.

2. The system of claim 1, wherein the first plurality of sellers includes sellers that have listed an item for sale, via the network-based marketplace, in a first category of items.
3. The system of claim 1, wherein the attribute information includes at least one of information to open a listing, information to close a listing and feedback information .
4. The system of claim 3, wherein the detection module is to automatically detect at least one of a fraudulent activity and a customer segmentation activity.
5. The system of claim 1, wherein the attribute information includes information pertaining to a plurality of attributes.
6. The system of claim 5, wherein the computing module is to compute the peer information as a standard deviation and a mean.
7. The system of claim 1, wherein the second plurality of sellers is an average seller peer group, and the comparison module is to classify the first seller as an average seller.

8. The system of claim 1, wherein the second plurality of sellers is a high value peer group, and the comparison module is to classify first seller is classified as high value seller.

9. The system of claim 1, wherein the second plurality of sellers is associated with a first country, and the comparison module is to associate the first seller with the first country.

10. The system of claim 1, wherein the collection module is to compare first attribute information associated for a first period of time to second attribute information for a second period of time to determine if the first seller is included in the first plurality of sellers, wherein the first and second attribute information is associated with the first seller.

11. A method to detect outlying behavior in a network-based marketplace, the method including:

automatically collecting attribute information for a first plurality of sellers that includes a first seller and storing the attribute information in a storage device;

automatically computing peer information associated with a second plurality of sellers, wherein the first plurality of sellers includes the second plurality of sellers, and wherein the peer information is automatically computed from the attribute information for the second plurality of sellers;

automatically comparing the peer information that is associated with the second plurality of sellers with attribute information that is for the first seller; and

automatically detecting outlying behavior by the first seller based on the comparison.

12. The method of claim 11, wherein the first plurality of sellers that have listed an item for sale, via the network-based marketplace, in a first category of items.

13. The method of claim 11, wherein the attribute information includes at least one of information associated with opening a listing, information associated with closing a listing and information associated with feedback.

14. The method of claim 13, wherein the detecting of outlying behavior is utilized to detect at least one of a fraudulent activity and a customer segmentation activity.

15. The method of claim 11, wherein the attribute information includes information pertaining to a plurality of attributes.
16. The method of claim 15, wherein the computing of the peer information includes computing a standard deviation and a mean.
17. The method of claim 11, wherein the second plurality of sellers is an average seller peer group and the first seller is an average seller.
18. The method of claim 11, wherein the second plurality of sellers is a high-value peer group and the first seller is classified as high value.
19. The method of claim 11, wherein the second plurality of sellers is associated with a first country, and the comparison module is to associate the first seller with the first country.
20. The method of claim 11, wherein the first seller is determined to be included in the first plurality of sellers by comparing the first attribute information associated with a first period of time to second attribute information for a second

period of time, wherein the first and second attribute information is associated with the first seller.

21. A system to detect outlying behavior in a network-based marketplace, the system including:

a first means to automatically collect attribute information for a first plurality of sellers that includes a first seller and to store the attribute information in a storage device;

a second means to automatically compute peer information associated with a second plurality of sellers, wherein the first plurality of sellers includes the second plurality of sellers, and wherein the peer information is automatically computed from the attribute information for the second plurality of sellers;

a third means to automatically compare the peer information that is associated with the second plurality of sellers with attribute information that is for the first seller; and

a fourth means to automatically detect outlying behavior by the first seller based on the comparison.

22. A machine readable medium storing a set of instructions that, when executed by the machine, cause the machine to:

automatically to collect attribute information for a first plurality of sellers that includes a first seller and to store the attribute information in a storage device;

automatically to compute peer information associated with a second plurality of sellers, wherein the first plurality of sellers includes the second plurality of sellers, and wherein the peer information is automatically computed from the attribute information for the second plurality of sellers;

automatically to compare the peer information that is associated with the second plurality of sellers with attribute information that is for the first seller; and

automatically to detect outlying behavior by the first seller based on the comparison.